

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

And:

Shorr & Associates
1831 Chestnut Street
Suite 602
Philadelphia, PA 19103

| | | |
|--|---|--|
| Contract / Revision 572217 / | | Alt Order # 09780767 |
| Product BALDWIN FOR SENATE | | |
| Contract Dates 10/16/12 - 10/22/12 | | Estimate # |
| Advertiser Baldwin/D/Senate | | Original Date / Revision 08/30/12 / 09/11/12 |
| Billing Cycle EOM/EOC | Billing Calendar Broadcast | Cash/Trade Cash |
| Station WITI | Account Executive Trevor Heaton | Sales Office Washington DC |
| Special Handling | | |
| Demographic Adults 35+ | | |
| IDB# | Advertiser Code NW80 | Product Code |
| Agency Ref | | Advertiser Ref |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|----|-------------------|-----------------|---------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1 | 6 | 10/16/12 | 10/22/12 | M-F 5a-530a | 5a-530a | | :30 | | | NM | 5 | \$1,675.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | MTWTF-- | | | | 5 | \$335.00 | | | |
| N 2 | 6 | 10/16/12 | 10/22/12 | M-F 530a-6a | 530a-6a | | :30 | | | NM | 5 | \$2,075.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | MTWTF-- | | | | 5 | \$415.00 | | | |
| N 3 | 6 | 10/16/12 | 10/22/12 | M-F 6a-7a | 6a-7a | | :30 | | | NM | 10 | \$5,850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | MTWTF-- | | | | 10 | \$585.00 | | | |
| N 4 | 6 | 10/16/12 | 10/22/12 | M-F 7a-8a | 7a-8a | | :30 | | | NM | 10 | \$6,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | MTWTF-- | | | | 10 | \$635.00 | | | |
| N 5 | 6 | 10/16/12 | 10/22/12 | M-F 8a-9a | 8a-9a | | :30 | | | NM | 10 | \$5,650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | MTWTF-- | | | | 10 | \$565.00 | | | |
| N 6 | 6 | 10/16/12 | 10/22/12 | M-F 11a-1130a FOX 6 | 11a-1130a | | :30 | | | NM | 5 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | MTWTF-- | | | | 5 | \$300.00 | | | |
| N 7 | 6 | 10/16/12 | 10/22/12 | M-F 1130a-12p FOX 6 | 1130a-12p | | :30 | | | NM | 5 | \$1,575.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | MTWTF-- | | | | 5 | \$315.00 | | | |
| N 8 | 6 | 10/16/12 | 10/22/12 | M-F 3p-330p | 3p-330p | | :30 | | | NM | 5 | \$825.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | MTWTF-- | | | | 5 | \$165.00 | | | |
| N 9 | 6 | 10/16/12 | 10/22/12 | M-F 9a-10a | 9a-10a | | :30 | | | NM | 5 | \$1,675.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | MTWTF-- | | | | 5 | \$335.00 | | | |
| N 10 | 6 | 10/16/12 | 10/22/12 | M-F 4p-430p | 4p-430p | | :30 | | | NM | 5 | \$1,575.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | MTWTF-- | | | | 5 | \$315.00 | | | |
| N 11 | 6 | 10/16/12 | 10/22/12 | M-F 430p-5p | 430p-5p | | :30 | | | NM | 5 | \$1,925.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | MTWTF-- | | | | 5 | \$385.00 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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|--|--------------------------------------|--|
| <u>Contract / Revision</u> 572217 / | | <u>Alt Order #</u> 09780767 |
| <u>Contract Dates</u> 10/16/12 - 10/22/12 | <u>Product</u> BALDWIN FOR SENATE | <u>Estimate #</u> |
| <u>Advertiser</u> Baldwin/D/Senate | | <u>Original Date / Revision</u> 08/30/12 / 09/11/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|--------|----|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|------|--------|-------------|
| | | | | | | | | | | | Totals | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| N 12 | 6 | 10/20/12 | 10/20/12 | Sa 6p News | 6-630p | | :30 | | | NM | 1 | \$435.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S- | | | | 1 | \$435.00 | | | |
| N 13 | 6 | 10/21/12 | 10/21/12 | Su 530-6p News | 530-6p | | :30 | | | NM | 1 | \$435.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S | | | | 1 | \$435.00 | | | |
| N 14 | 6 | 10/21/12 | 10/21/12 | Su 5p-530p News | 5-530p | | :30 | | | NM | 1 | \$435.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S | | | | 1 | \$435.00 | | | |
| N 15 | 6 | 10/16/12 | 10/22/12 | M-F 5p-530p | 5p-530p | | :30 | | | NM | 5 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | MTWTF-- | | | | 5 | \$500.00 | | | |
| N 16 | 6 | 10/16/12 | 10/22/12 | M-F 530p-6p | 530p-6p | | :30 | | | NM | 5 | \$2,425.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | MTWTF-- | | | | 5 | \$485.00 | | | |
| N 17 | 6 | 10/16/12 | 10/22/12 | M-F 6p-630p | 6p-630p | | :30 | | | NM | 5 | \$2,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | MTWTF-- | | | | 5 | \$550.00 | | | |
| N 18 | 6 | 10/16/12 | 10/22/12 | M-F 630p-7p | 630p-7p | | :30 | | | NM | 5 | \$2,825.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | MTWTF-- | | | | 5 | \$565.00 | | | |
| N 19 | 6 | 10/16/12 | 10/22/12 | M-F 1035p-1105p | 1035p-1105p | | :30 | | | NM | 5 | \$2,175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | MTWTF-- | | | | 5 | \$435.00 | | | |
| N 20 | 6 | 10/16/12 | 10/22/12 | M-F 10p-1035p | 10p-1035p | | :30 | | | NM | 5 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/16/12 | 10/22/12 | MTWTF-- | | | | 5 | \$1,200.00 | | | |
| N 21 | 6 | 10/20/12 | 10/20/12 | Sa 8a-9a | 8a-9a | | :30 | | | NM | 1 | \$315.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S- | | | | 1 | \$315.00 | | | |
| N 22 | 6 | 10/21/12 | 10/21/12 | Su 8a-9a | 8a-9a | | :30 | | | NM | 1 | \$335.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----S | | | | 1 | \$335.00 | | | |
| Totals | | | | | | | | | | | 105 | \$51,305.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 10/01/12 - 10/22/12 | 105 | \$51,305.00 | \$43,609.25 |
| Totals | 105 | \$51,305.00 | \$43,609.25 |

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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